

*File copy
10/12/53*

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april																																																																																																																																																																															
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 9, 1953</u>			
Friday October 9 9:00 A.M. Breakfast	PREVIEW OF CRUISE- SPRING COLLECTION "The Captain's Gala"--Nelly de Grab's Fantasia collection for Gruise and early Spring at a preview for the press and trade. By invitation only. Continuous showing thereafter. Publ.: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
Friday October 9 11:00 A.M. Luncheon	RESORT COLLECTION BY BAILA OF MIAMI Baila of Miami will present her Holiday and Resort collection of play-clothes, sportswear, dresses and separates to press and trade. By invitation. Publicity: Helen Galland, CI. 7-3060. <u>Trade showings beginning Oct. 11.</u> Contact: Baila Weiner, Hotel New Yorker, from Oct. 7, LO. 3-1000.	BAILA ORIGINALS	HOTEL NEW YORKER NORTH BALLROOM
Friday October 9 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS "Head-Lines"--informal presentation of hats during Friday cocktail hour. <u>October 9:</u> Monica Basel. <u>October 16:</u> Miss Mary of Merl's. <u>October 23:</u> John Frederics. <u>October 30:</u> Harryson Hats. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Saturday October 10 2:00 P.M.	SHOWING OF FALL BRIDAL FASHIONS Presentation of Gimbel's Fall fashions for brides. Open to public. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.	GIMBELS	4TH FLOOR AUDITORIUM
Sunday October 11- October 16	MIAMI RESORT LINES IN NEW YORK Thirty-one members of the Miami Fashion Council will show their Resort and Cruise wear collections at the Hotel New Yorker. Contact: Jay E. Kashuk, Exec. Dir., LO. 3-1000.	MIAMI FASHION COUNCIL	HOTEL NEW YORKER

WEEK BEGINNING MONDAY, OCTOBER 12, 1953

October 12	COLUMBUS DAY (Monday) Banks and post office will be closed.		
Beginning Monday October 12 1:00 P.M.- 11:00 P.M.	TWENTIETH EDITION: N.Y. ANTIQUES FAIR About 180 dealers from 15 states will display more than two acres of antiques ranging from the primitives to museum-quality pieces of furniture by the greatest names in American and English cabinet making. <u>Press preview, Sunday, October 11 at 2:00 P.M.; or Monday, October 12 at 11:00 A.M.</u> By invitation. Fair closes, Sat. Oct. 17 at 6:00 P.M. Price: \$1.50 (including tax). Contact: C.J. Nuttall or Dorothy Hazen, TE. 8-6830.	NEW YORK ANTIQUES FAIR (660 MADISON AVENUE)	71ST REGIMENT ARMORY PARK AVE. AT 34TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 12 12:00 Noon Box Lunch	PREVIEW OF CRUISE & RESORT COLLECTION Esther Reifer will present her Cruise and Resort collection. By invitation only. <u>Continuous daily trade showings, beginning Wed. Oct. 14.</u> Contact: LA. 4-5111.	ESTHER REIFER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Monday October 12 4:00 P.M.	PRESS PREVIEW: COMPLETE RESORT COLLECTION Special showing of the complete Resort collection, designed by Jacques Fath for Joseph Halpert. Both Jacques Fath and Joseph Halpert will be present. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130; or contact: WI. 7-7400.	JACQUES FATH-- JOSEPH HALPERT	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Beginning Monday October 12	OPENING OF CRUISE AND SPRING COLLECTION Glen of Michigan will present continuous daily showings of Bill Atkinson's "North, South, East, West" collection for Cruise and Spring. Contact: Mary Ellen Dockery, WI. 7-4035.	GLEN OF MICHIGAN	1407 BROADWAY SHOWROOM-23RD FLOOR
Beginning Monday October 12	OPENING OF HOLIDAY COLLECTION Michael Kent will present his Holiday collection of misses dresses at continuous daily showings to press and trade. Contact: Mr. Harold Franks, LO. 5-7367. Publicity: Lynne Lawton, Saul Krieg, 9 E. 47th St., PL. 3-1543.	MICHAEL KENT CORP.	1400 BROADWAY SHOWROOM-9TH FLOOR
Tuesday October 13 9:30 A.M. Breakfast	PRESS PREVIEW: FALL & WINTER SHOE COLLECTION Bonwit Teller will present their Fall and Winter shoe collection to the press. By invitation only. Publicity: Grace Hill, EL. 5-6800.	BONWIT TELLER	HAMPSHIRE HOUSE THE COTTAGE
Tuesday October 13 12:30 P.M. Luncheon	FASHIONS FOR TALL GIRLS AT LUNCHEON Showing of Peg Newton's Fall fashions for tall girls during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Peg Newton Contact: Donald Crow, PL. 8-1564. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	PEG NEWTON (3 E. 48TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Beginning Tuesday October 13 1:15 P.M.	OPENING OF RESORT COLLECTION Opening of Kenneth Tischler's Resort collection with showings at 1:15 P.M. daily. Contact: LO. 5-7720.	KENNETH TISCHLER	108 WEST 39TH ST. SHOWROOM-7TH FLOOR
Tuesday October 13 2:30 P.M.	HOLIDAY FASHIONS BY JERRY GILDEN Russeks will present Holiday fashions by Jerry Gilden. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday October 13 4:00 P.M. Cocktails	RECEPTION FOR BEAUTY PRESS The Pond's Extract Company will be host to the beauty press at a reception to observe the national introduction of "Angel Skin". By invitation only. Publicity: Gina Kohrman at J. Walter Thompson Co., 420 Lexington Avenue, MU. 3-2000.	POND'S EXTRACT COMPANY	CHRYSLER BLDG.-405 LEX. AVE.-CLOUD CLUB

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday October 13 4:00 P.M. Cocktails	PREVIEW OF RAINWEAR BY JOSET WALKER Press preview fashion show of "Fosterain" rainwear, made of important newly developed plastics by General Tire & Rubber Co. and by Firestone Tire & Rubber Co., designed by Joset Walker for L.W. Foster. <u>Showing at 5:00 P.M.</u> By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	L.W. FOSTER & CO. (350 FIFTH AVENUE)	HOTEL PIERRE ROOF
Tuesday October 13 4:00 P.M.	RESORT COLLECTION BY HERBERT KASPER Penart will present their Resort collection, designed by Herbert Kasper. <u>Showings thereafter at 10:30 A.M. and 2:30 P.M.</u> Contact: OX. 5-2765.	PENART FASHIONS	1400 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday October 13 5:00 P.M. Cocktails	RESORT SEPARATES BY SCHIAPARELLI Mr. Simon Cohen will present his collection of Schiaparelli separates for Resort wear. Commentator: Vyvyan Donner. By invitation only. Publicity: Bea Baris, at Simon Cohen, LO. 4-2200.	SIMON COHEN (525 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Wednesday October 14 9:00 A.M. Breakfast	PREVIEW OF SPRING SWEATER COLLECTION Preview of Bernhard Altmann's Spring and back-to-school sweater collection. By invitation. Publicity: Frances Mason, WI. 7-1815.	BERNHARD ALTMANN (1451 BROADWAY)	ST. REGIS HOTEL ROOF
Wednesday October 14 9:00 A.M.- 12:00 Noon Breakfast	FURNITURE PREVIEW AT NEW SHOWROOM Press breakfast and showing of French Provincial and other furniture at Meldan's new showroom. By invitation only. Publicity: Mel Sweet at Jamian Advertising, 30 Vesey St., WO. 2-6020.	MELDAN FURNITURE CO.	1218 SECOND AVENUE (AT 64TH STREET)
Wednesday October 14 9:30 A.M. Breakfast	PREVIEW: EMBROIDERED SWISS CURTAINS Press preview of Ottavia embroidered Swiss curtains and bedspreads. (<u>Note Change of Date</u>). By invitation. Publicity: Margaret Macy, PL. 9-2229.	OTTAVIA, INC. (151 WEST 26TH ST.)	CARLTON HOUSE 680 MADISON AVENUE
Wednesday October 14 10:00 A.M. Breakfast	PRESS PREVIEW: IMPORTED INFANTS' WEAR Gimbels will present a preview of their imported infants' wear to the press. By invitation. Publicity: Alan Koehler, LO. 5-1500, Ext. 600.	GIMBELS	2ND FLOOR INFANTS' BOUTIQUE
Wednesday October 14 12:30 P.M. Luncheon	VARDEN PETITE FASHIONS AT LUNCHEON "It's A New Season"--Altman's will present Fall fashions by Varden Petite during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Varden Publicity: Elsie Brandt, PE. 6-5460. Altman Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday October 14 12:30 P.M. Luncheon	"DOLLS AND DOGS" FASHION SHOW Arnold Constable will show Fall coats, suits and dresses at a "Dolls and Dogs" fashion luncheon, presented in conjunction with the A.S.P.C.A. (<u>Note Change of Room</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA PEACOCK ALLEY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday October 14 1:00 P.M. Luncheon	ELIZABETH ARDEN FASHIONS AT BENEFIT LUNCHEON Annual luncheon of the A.W.V.S., with a showing of Elizabeth Arden's ready-to-wear and custom-order fashions. Price: \$6.00. Contact: Lillian Alter, A.W.V.S., 500 Park Ave., PL. 3-4116.	AMERICAN WOMEN'S VOLUNTARY SERVICES	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 14 4:00 P.M. Cocktails	PRESS PREVIEW: RESORT- SPRING COLLECTION Plattry Country Wear will present a special press preview of designs by Greta Plattry in beachwear, playclothes, separates and sportswear for Resort and Spring. By invitation only. Trade showings daily beginning October 15. Publicity: Margaret Hodge, BR. 9-4824 or PE. 6-8680.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
Wednesday October 14 4:00 P.M. Cocktails	PREVIEW OF NEW PORTABLE TELEPRINTER Press preview of new portable commercial teleprinter. By invitation only. Contact: Milton Bass, at Harshe-Rotman, 40 E. 49th St., PL. 9-2690.	KLEINSCHMIDT, INC.	HOTEL GOTHAM BALLROOM
Wednesday October 14 4:30 P.M.- 6:30 P.M. Cocktails	PREVIEW OF ORIGINAL IMPORT FASHIONS Pan American World Airways will preview original models of their five ambassadors of fashion from Paris, Rome, Barcelona, London and Dublin. By invitation. Publicity: Jane Kilbourne, MU. 6-7100, Ext. 343.	PAN AMERICAN WORLD AIRWAYS	600 FIFTH AVENUE SALES OFFICE
Wednesday October 14 8:30 P.M.	"PATTERN FOR LIVING" FASHION PROGRAM Fashion - merchandising program, coordinated with Advance Pattern Co. Guest speakers: Kathleen Hammond and Gilbert Froehlich; commentator, Herma Cowen--all of Advance Pattern. Open to members and press. Chairman and contact: Jacqueline Moss, MU. 9-1630.	ADVERTISING & SELLING ALUMNI ASSOCIATION	40 EAST 35TH STREET
Thursday October 15 9:00 A.M.- 11:00 A.M. Coffee	PREVIEW OF SPRING COTTON COLLECTION "Newsstand Cottons"---preview of Herbert Meyer's new colors, textures and weaves for Spring. By invitation only. Contact: Jacqueline Turner, LO. 5-2866. Publicity: Ken R. Williams, 124 W. 55th St., JU. 6-8217.	HERBERT MEYER, INC.	1441 BROADWAY SHOWROOM-12TH FLOOR
Thursday October 15 11:00 A.M.	PRESS PREVIEW: IMPORTED ANTIQUES AND GIFTS Bergdorf Goodman will present a collection of imported antiques and gifts to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday October 15 12:00 Noon Luncheon	PREVIEW OF PRE-SPRING WOOL TOWN DRESSES "The Pre-Spring Dress...the Wool Dress", showing for out-of-town stores, of wool town dresses for January selling. A special collection from designers and manufacturers of better dresses, women's, sportswear and junior dresses. By invitation. Contact: Jane O'Leary Harvey, PL. 7-5092.	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	HOTEL ASTOR ROOF
Thursday October 12:30 P.M. Luncheon	PREVIEW OF NEW SEWING MACHINE MODEL Preview for magazine editors of Necchi's newest sewing machine model. By invitation only. Publicity: Drucella Lowrie, WA. 4-7604.	NECCHI SEWING MACHINE	ESSEX HOUSE COLONNADES ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 15 1:00 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW De Pinna will present designer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Beginning Thursday October 15 2:30 P.M.	OPENING: RESORT COLLECTION Frances Sider will present her Cruise and Resort collection to the press and trade, with daily showings at 2:30 P.M. Contact: LO. 4-3323.	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM - 14TH FLOOR
Thursday October 15 3:30 P.M.- 5:00 P.M. Cocktails	PREVIEW: RESORT, SPRING AND SUMMER FABRICS Showing of new "Poetry-In-Prints" series of Wamsutta's Resort, Spring and Summer cottons to press and resident buyers. By invitation only. Publicity: Jane Lee Clarke at Wamsutta, CH. 4-8640.	WAMSUTTA MILLS	EMPIRE STATE BLDG. SUITE 301
Friday October 16 12:00 Noon Luncheon	PREVIEW: SWIMSUITS FOR RESORT & SUMMER Nanina will present their new swimsuit collection. By invitation only. Publ.: Henry Harris at Backenheimer-Lewis, 161 E. 37th St., MU. 5-8768.	NANINA SWIMSUIT CO. (1410 BROADWAY)	HOTEL NEW YORKER GRAND BALLROOM
Saturday October 17 10:30 A.M.	"WOOL THROUGH THE LOOKING GLASS" Showing of high school and college Holiday fashions, presented for members of The School Art League. Theme: "Wool Through the Looking Glass"--Alice in "Wonder Fiber W". By invitation only. Publicity: Betty Tanner, Fashion Director of Wool Bureau, PL. 7-5092.	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	WASHINGTON IRVING HIGH-40 IRVING PLACE
Sunday October 18- October 20 7:45 P.M.	TWENTY-SECOND ANNUAL HERALD TRIBUNE FORUM Theme: "New Patterns For Mid-Century Living". Sunday evening's opening in U.N. Building; other sessions at Waldorf-Astoria Ballroom--all at 7:45 P.M. Also, one afternoon session, Tuesday, Oct. 20, at 1:45 P.M. By invitation. Publ.: Mae W. Stabler, Dir. of Information, PE. 6-4000.	N.Y. HERALD TRIBUNE (230 WEST 41ST STREET)	WALDORF-ASTORIA BALLROOM
Monday October 19 5:00 P.M. Cocktails	PRIVATE SHOWING BY ITALIAN ARTISTS "Twenty Imaginary Views of the American Scene By Twenty Young Italian Artists"--private showing at Princess Artchil Gourelli's penthouse. By invitation only. Publicity: Patrick O'Higgins, EL. 5-2100.	PRINCESS ARTCHIL GOURIELLI	625 PARK AVENUE PENTHOUSE
Beginning Monday October 19	SPRING OPENINGS OF SHOE COLLECTIONS Members include: Newton Elkin, Jerro Brothers, Julianelli, La Valle, John Marino, Palter DeLiso, Zuckerman & Fox, M. Wolf. Composite display at the Shelburne Hotel, by appointment only. Contact: Doris Beechman, MU.9-5200.	GUILD OF BETTER SHOW MANUFACTURERS	INDIVIDUAL SHOWROOM
Beginning Monday October 19	COUTURE SPRING OPENINGS IN CALIFORNIA Mon., Oct. 19: Angovar, Marusia, Greer, Galanos, Irene, Edith Small. Tues., Oct. 20: Cahill Ltd., Athena, Jean Louis. Wed., Oct. 21: Ernest Newman.	CALIFORNIA COUTURE DESIGNERS	LOS ANGELES, CALIFORNIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 20 11:00 A.M.	PRESS PREVIEW: NEW BRIDAL SALON Bergdorf Goodman will invite the press to preview their new bridal salon. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday October 20 12:30 P.M. Luncheon	PREVIEW: COLOR SELECTOR FOR HAIR RINSE Mrs. Ellen Baum will present her new Color Selector for Noreen Hair color rinse. By invitation only. Contact: Marian MacDonald, EN. 9-7762.	NOREEN, INC. (DENVER, COLO.)	HAMPSHIRE HOUSE PRIVATE SUITE
Tuesday October 20 3:00 P.M.	PREVIEW OF NEW SWIMSUIT COLLECTION Rose Marie Reid will preview her Resort and Summer collection of swimsuits. Cocktails will follow the show. By invitation only. Publicity: Betty Rich, PE. 6-6275.	ROSE MARIE REID	HOTEL PIERRE GRAND BALLROOM
Wednesday October 21 12:30 P.M. Luncheon	FASHIONS BY TRIGERE AT LUNCHEON SHOW De Pinna's presentation of Trigere's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. De Pinna Publicity: Gene Loyd, MU. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Wednesday October 21 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Russeks will present Fall fashions. Press by invitation. Publ.: Florence Lord, WI. 7-1900. Waldorf Fashion Director: Madeleine Riordan, EL.5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 21 3:00 P.M.	PREVIEW OF SPRING COATS AND COSTUMES Preview of Spring coats and costumes by I.M. Bagedonow. By invitation only. Contact: Sylvia Bernstein, LO. 4-7395.	I.M. BAGEDONOW, INC.	512 SEVENTH AVENUE SHOWROOM-42ND FLOOR
Thursday October 22 12:00 Noon Luncheon	PREVIEW: SPORTSWEAR & OUTERWEAR FOR MEN Waldes Kohinoor, manufacturer of slide fasteners and other products, will present the premiere showing of its fifth annual collection of inspirational men's sportswear and outerwear designs to the press and N.Y. manufacturers and retailers. Speaker: Leonard A. Rothgerber, Jr., fashion editor of "Gentry" on "Obsolescence - The Key to Increased Sales Volume in the New Men's Wear Market." Waldes Fashion Service will present an informal fashion clinic featuring a comprehensive collection of fashion ideas in a variety of new fabrics. Commentator: Mrs. Haydon Ross Fields, Waldes fashion coordinator. <u>Show will be repeated for out-of-town manufacturers and retailers, Monday, Oct. 26, 9:00 A.M. breakfast at Hotel Plaza, Terrace Room.</u> By invitation. Publ.: Leonard Kirsch, EX. 2-3100.	WALDES KOHINOOR, INC. (LONG ISLAND CITY)	HOTEL PLAZA GRAND BALLROOM
Thursday October 22 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will have their Fabrics Division luncheon meeting. More details later. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday October 22 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Showing of fur fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Show Publicity and Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	ARONOWICZ FURS (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 22 4:00 P.M. Cocktails	DISPLAY OF REPTILE LEATHERS FROM INDIA Party for the press, featuring a display of reptile leathers from India; also, shoes, handbags and accessories. By invitation only. Publicity: Dorothy Adams, MU. 4-0500.	FLEMING-JOFFE, LTD.	401 FOURTH(AT 28 ST.) SHOWROOM - 12TH FLOOR
Friday October 23 9:30 P.M. Buffet	"THE VELVET BALL"-- BENEFIT SHOWING "Velvets Around the Clock" from leading American, French and Italian de- signers will be shown in three scenes -- Lounge, Cafe and Ball. Tickets: \$25.00 each, for benefit of the United Cerebral Palsy Fund. Publicity Dir.: Norman Kimball, PL. 3-3005. Fashion Publicity: Eleanor Kairalla, 745 Fifth Avenue, MU. 8-1172.	UNITED CEREBRAL PALSY (47 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday October 27 12:30 P.M. Luncheon	"DIAMONDS U.S.A." PRESS LUNCHEON Sixth annual nationwide showing of diamonds at press luncheon. Participat- ing jewelers: Atlanta--Claude S. Bennett; Boston--A. Stowell & Co.; Chicago--Trabert & Hoeffler; Cincinnati--The Frank Herschede Co.; Dallas-- Linz Bros.; Detroit--Wright, Kay & Co.; Los Angeles--B.D. Howes and Son; Memphis--George T. Brodnax; New Orleans--Coleman E. Adler & Sons; New York City--Cartier, Van Cleef & Arpels, Harry Winston; Philadelphia--J.E. Caldwell & Co. By invitation only. Publ.: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC.	HOTEL PLAZA GRAND BALLROOM
Tuesday October 27 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Dein Bacher will show fur fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 28 12:30 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Showing of Laddie Northridge's Fall millinery during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Laddie Northridge Contact: JU. 2-1684. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LADDIE NORTHRIDGE	HOTEL PIERRE COTILLION ROOM
Wednesday October 28 2:30 P.M.	PRESS SHOWING: SPRING AND SUMMER COATS Lawrence of London will present "the coat you love to live in"--a new collection of water-repellent coats for Spring and Summer 1954. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH STREET SHOWROOM - 11TH FLOOR
Thursday October 29 11:00 A.M.	PRESS PREVIEW: CUSTOM- WHOLESALE COLLECTION Resort and Advance Spring custom-wholesale collection by Jenkins Gowns. Show followed by buffet. By invitation only. Publicity: Maud G. Moody, 347 Fifth Avenue, LE. 2-5562.	JENKINS GOWNS	660 FIFTH AVENUE SALON
Thursday October 29 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Showing of Mort Mogel's custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity & Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MORT MOGEL (23 EAST 67TH ST.)	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Oct. 31- Nov. 7	NATIONAL LACE FESTIVAL WEEK Stores will promote lace throughout ready-to-wear, lingerie and over-the-counter departments. Publ.: Gladys Steiner, Lester Harrison, MU. 9-1630.	THE LACE INSTITUTE (341 MADISON AVENUE)	THROUGHOUT THE COUNTRY
Beginning Monday Nov. 2	SPRING OPENINGS OF FOGA LINES Individual dates will be announced later. Members include: LARRY L. ALDRICH CO. INC. HANSEN BANG, INC. BEN BARRACK, INC. HARVEY BERIN, LTD. CAPRI FROCKS, INC. ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. FRED GREENBERG DRESS JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS J L F ORIGINAL, INC. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP. PARNIS-LIVINGSTON, INC.	MANUFACTURERS' SHOWROOMS BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC. SAMUEL WINSTON, INC.
Monday Nov. 2- Nov. 3 10:30 A.M.	SHOWING OF SPRING SHOE COLLECTION Town & Country's "Imaginative Shoe Collection", with bags to match, will be shown at 10:30 A.M. Contact: Mrs. Eleanor Howard, CH. 4-3620.	TOWN & COUNTRY SHOES	350 FIFTH AVENUE SHOWROOM-69TH FLOOR
Nov. 3	ELECTION DAY (Tuesday).		
Tuesday Nov. 3 12:30 P.M. Luncheon	LUNCHEON SHOWING OF ABE SCHRADER FASHIONS Saks Fifth Avenue presents Abe Schrader fashions at a luncheon fashion show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Abe Schrader--Betty Yarmon, LO. 4-9194; Saks--Carolyn Haight, PL. 3-4000, Ext. 7064; Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Nov. 3- Nov. 10	SIXTY-FIFTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Ave., PE. 6-0578.	NATIONAL HORSE SHOW ASS'N OF AMERICA, LTD.	MADISON SQ. GARDEN 8TH AVE. & 50TH ST.
Wednesday Nov. 4 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION Christian Dior, New York, Inc. will present his Spring collection at a preview for the press. By invitation only.	CHRISTIAN DIOR-- NEW YORK, INC.	730 FIFTH AVENUE SALON
Wednesday Nov. 4 12:30 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Nelly de Grab will present Holiday fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Nelly de Grab Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 5 10:30 A.M.	PREVIEW OF SPRING COATS AND SUITS Seymour Fox will present his Spring coats and suits to the press. By invitation only. Publ.: Ann Silver Assoc., 551 5th Ave., MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 5 1:00 P.M. Luncheon	LACE FASHIONS AT LUNCHEON SHOW De Pinna will present Lace Institute show during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Friday Nov. 6 10:30 A.M.	PREVIEW OF SPRING COLLECTION Preview of Abe Schrader's Spring collection. For press and resident buyers, by invitation only. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Sunday Nov. 8- Nov. 15	CALIFORNIA NATIONAL PRESS WEEK Fashion editors will be invited to attend National Press Week in California. Contact: Marjorie Carne, 740 So. Broadway, Los Angeles 14.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Monday Nov. 9 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION The House of Swansdown and Esperanto, designed by Hubert de Givenchy, will give a combined press preview of their Spring collections. <u>Show starts promptly at 4:30 P.M..</u> By invitation only. Publicity: Ruth Hammer, 2 W. 59th St., EL. 5-7872.	HOUSE OF SWANSDOWN AND ESPERANTO	SHERRY NETHERLAND BALLROOM
Tuesday Nov. 10 11:00 A.M.	SPRING COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Spring coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Daily trade showings of Frank Gallant collection, with Brigance group beginning Wed., Nov. 11 at 11:00 A.M. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Wednesday Nov. 11 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Winter fashion by Willi at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	WILL NEMEROV, INC. (550 SEVENTH AVE.)	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 12 12:30 P.M. Luncheon	PREVIEW OF PARIS HATS FOR SPRING Second annual Spring fashion showing by the Associated Buckram Shape Manufacturers, presenting original Paris millinery for Spring. By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	ASSOC. BUCKRAM SHAPE MFRS., INC.	HOTEL ASTOR ROOF
Tuesday Nov. 17 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will have their Accessories Division luncheon meeting. Co-Chmn: Mimi Aleinikoff and Matilda Taylor. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Nov. 19 9:00 A.M. Breakfast	SPRING LINGERIE FOR WOMEN AND JUNIORS Informal buffet breakfast, showing women's and junior lingerie for Spring and Summer 1954. By invitation only. Contact: Lois Gifford, B.B.D. & O., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Nov. 26	THANKSGIVING DAY (Thursday).		

MOVIES...MUSIC...THEATRE...BALLET...OPERA

- Tuesday
October 13 OPENING: "LATE LOVE" NATIONAL THEATRE, 208 W. 41ST STREET
Michael Abbott will present Rosemary Casey's comedy about an artist and an author co-starring Arlene Francis, Neil Hamilton, Lucile Watson. Director: John C. Wilson. Setting: Stewart Chaney. Costume supervision: Frank Thompson. Miss Francis' and Miss Watson's gowns: Charles Gelatt. Publicity: Bryan-Perlman, CI. 5-9125.
- Wednesday
October 14 SECOND WEEK: N.Y.C. OPERA COMPANY CITY CENTER, 131 WEST 55TH STREET
October 14: Humperdinck's HANSEL AND GRETEL. October 15: Blitzstein's REGINA. October 16: Puccini's TOSCA. October 17, Mat.: Rossini's LA CENERENTOLA. October 17, Eve.: Verdi's LA TRAVIATA. October 18, Mat.: Bizet's CARMEN. October 18, Eve.: Mozart's MARRIAGE OF FIGARO. Tickets: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Wednesday
October 14 OPENING: "BETTY HUTTON, IN PERSON" PALACE THEATRE, B'WAY & 47TH STREET
Presenting Betty Hutton and her all-star international show. Tickets: \$1.20-\$6.00. Publicity: Fred Herkowitz, JU. 6-1900.
- Thursday
October 15 OPENING: "TEAHOUSE OF THE AUGUST MOON" MARTIN BECK THEA., 302 W. 45TH ST.
Maurice Evans and George Schaefer will present the John Patrick comedy, based on the novel by Vern Sneider, about Okinawa during the war. Starring David Wayne and John Forsythe. Director: Robert Lewis. Settings: Peter Larkin. Costumes: Noel Taylor. Publicity: Sol Jacobson, CH. 4-1482.
- Tuesday
October 20 OPENING: "THE FROGS OF SPRING" BROADHURST THEA., 235 WEST 44TH ST.
Lyn Austin and Thomas Noyes will present Nathaniel Benchley's comedy, adapted from his "Side Street" stories in the "New Yorker", with Anthony Ross, Hiram Sherman, Haila Stoddard, Barbara Baxley. Director: Burgess Meredith. Setting: Boris Aronson. Costumes: Alvin Colt. Publicity: Barry Hyams, CO. 5-4784.
- Wednesday
October 21 OPENING: "THE LADIES OF THE CORRIDOR" LONGACRE THEATRE, 48TH ST. W. OF B'WAY
Walter Fried will present Edna Best and Betty Field in a new play by Dorothy Parker and Arnaud d'Usseau with Walter Matthau, Frances Starr. Director: Harold Clurman. Settings: Ralph Alswang. Costumes: Noel Taylor. Publicity: Barry Hyams, CO. 5-4784.
- Tuesday
October 27 PREMIERE: "GILBERT AND SULLIVAN" (Movie) BIJOU THEA., 209 WEST 45TH ST.
Alexander Korda and London Film Technicolor production, released by Lopert Films, based on lives of Gilbert and Sullivan, starring Robert Morley and Maurice Evans; The D'Oyly Carte Opera Co.; Martyn Green, Peter Finch, Eileen Herlie. Costumes: Hein Heckroth and Elizabeth Haffenden. (The ANTA Gilbert & Sullivan Theatre Ball-Oct. 27-at Hotel Plaza will coincide this this Premiere.) Publicity: Michael Mindlin, PL. 7-3330.
- Wednesday
October 28 OPENING: "GENTLY DOES IT" PLAYHOUSE THEATRE, 137 WEST 48TH ST.
Edward Choate and George Ross will present Janet Green's murder drama. Director: Bretaigne Windust. Settings: George Jenkins. Costumes: Virginia Volland. Publicity: Madi Blitzstein, BR. 9-5906.
- Wednesday
November 4 OPENING: "KIND SIR" ALVIN THEATRE, 250 WEST 52ND STREET
Joshua Logan will present and direct the Norman Krasna comedy starring Mary Martin and Charles Boyer, with Dorothy Stickney, Margalo Gillmore, Frank Conroy, Robert Ross. Scenery: Jo Mielziner. Costumes: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.